R J Reynolds
Tobacco Company

G. N. Kuruc, Jr.
Key Account Manager
400 Raritan Center
Edison, N. J. 08837
908-225-4774
Voice Mail 43778

April 15, 1997

Mr. Ronald Zelesnick
Foodarama Supermarkets Inc.
Building 6 Suite 1
922 Highway 33
Freehold, NJ 07728

Dear Ron:

With the new planogram change sent to me on April 10, your RJR monthly payments will not change.

However, please note that our monthly payments are based on RJR weekly volume. If your average weekly volume should decline, your payments will be decreased accordingly for calendar year 1998.

To prevent a decline in payments, it's extremely important that when the planogram change is implemented all stores have adequate space devoted to selling single packs. Additionally, each store should have both pack and carton prices clearly communicated to Shop Rite Customers. If both of these areas are properly addressed in stores, your industry and RJR volume should remain stable.

As always, thank you for your valued assistance in the marketing of our products.

Best Regards,

Nick

G. N. Kuruc, Jr.

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Source: https://www.industrydocuments.ucsf.edu/docs/skpn0000